

Privacy Policy

This website Privacy Policy applies to your use of this website and the information you provide to us through the website. Further information about our financial privacy policies regarding vehicle financing obtained through our dealership can be found in a separate “Financial Privacy Notice” link at the bottom of the website.

Privacy

This Privacy Policy is to provide you with information regarding the types of information we collect from visitors to our websites, how we use that information, and to provide you with the terms and conditions surrounding the collection and use of that information.

Non-Personally Identifiable Data:

Anytime you visit our website, we may gather certain non-personally identifiable information regarding the means you use to access our site. This information may include the type and version of your browser, your service provider, your IP address and any search engine you may have used to locate the site. We use this information to help diagnose problems with our server, administer the website, compile statistical data and to assist in developing and assessing marketing programs. In addition, we gather certain navigational information about where you go on our websites. This information enables us to determine which areas of the websites are most frequently visited and helps us to tailor the sites to the needs and interests of our online visitors. Such information is gathered by us in the aggregate and will not be associated with a specific individual without that individual’s consent.

Information Voluntarily Provided:

Any information you provide to us (i.e. name, email address, etc.) when you enroll in one of our Email Reminder Services, request information from us, chats regarding inventory, or use any of the other interactive portions of our websites, is maintained on our servers or cloud-based systems. This information may be used to provide you with information you’ve requested about our company, our products and our services, or to provide you with special notices. You may opt out of receiving future communications from us at any time (see opt-out Procedures below). This data may also be used to tailor your experience on our sites by providing content that is relevant to your interests and geographic region or to market products or services to you.

Information Collected from Other Sources:

To help us better understand and respond to your needs and interests, we may in the future receive information about you from other sources. We will ask any provider of such information to represent and warrant that the information has been gathered and maintained in accordance with all applicable state and federal laws. Any such information will be maintained by us in accordance with the standards set forth in this privacy policy along with other personal information you’ve provided.

Disclosure of Personal Information:

Our dealership understands the importance of your privacy. We collect and maintain the personal information of users of our website for our use and the use of our subsidiaries, third party vendors, and affiliated companies. In some cases, our dealership may be required to report certain sales and vehicle

related information to manufacturer partners and government agencies. Except as described in this Privacy Policy or with your consent, we do not sell, rent, or trade consumer information to third parties. Third parties may collect personally identifiable information about your online activities over time and across different websites when you use this website.

Other Businesses:

Our dealership may develop relationships with select retailers and other companies at various times to provide expanded services to our website visitors. As part of such a relationship, we may share with these companies the use of certain interactive website functions (i.e. the Email Reminder Service). Information provided by site visitors through the use of such interactive functions may be available to both our dealership and those companies.

Third Party Vendors and Service Providers:

Our dealership may use other companies and individuals to perform certain functions on our behalf. Examples include administering e-mail services, credit checking, data and network hosting, service reminders, verification of sales, inventory management, running special promotions and performing administrative or marketing functions. These third parties will only have access to the personal information needed to perform these functions and may not use or store the information for any other purpose.

Business Transfers:

In the event that our dealership sells or transfers all or a portion of its business assets, consumer information may be one of the business assets transferred as part of the transaction. If substantially all of the assets of our dealership are acquired, consumer information may be transferred as part of the acquisition.

Compliance with Law/Safety:

Our dealership may disclose specific personal information based on a good faith belief that such disclosure is necessary to comply with or conform to the law or that such disclosure is necessary to protect the users of our websites, the sites themselves, or the public.

With Consent:

Other than as set forth in this Privacy Policy, you will be notified when any personally-identifiable information about you may be shared with third parties, and you will be given the opportunity to decline to share that information.

Use of Cookies and Advertising Analytics:

Our dealership may use a browser feature known as a "cookie." Cookies are small files placed on your hard drive that assist us in providing you with a customized browsing experience. Our dealership uses cookies to provide you with the convenience of not having to reenter information, such as user IDs and passwords, multiple times during your visits to our websites. Cookies can also be utilized to help us provide you with information targeted to your interests, based upon your prior browsing on our websites. The "help" section of the toolbar on most browsers will inform you on how to prevent your browser from accepting new cookies, how to have the browser notify you upon the receipt of a new

cookie, or how to disable the use of cookies completely. As our websites have been designed to take advantage of the use of cookies, should you configure your browser to decline their use, certain features of our websites may not function correctly and you may be required to reenter any user IDs and passwords more frequently.

In addition to cookies, we also use third-party vendors, such as Google Analytics, to advertise to our users online. These third-party vendors may display our dealerships advertisements on other websites based on your internet usage. More specifically, these vendors use first-party cookies (such as the Google Analytic cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize, and serve ads based on your past visits to any of our affiliated websites, as listed on

www.lutherauto.com. You can opt-out of Google Analytics for Display Advertising by using Google's Ads Settings at <https://tools.google.com/dlpage/gaoptout>.

We have or may enable interest-based advertising features, including remarketing, with Google Analytics or similar third party advertising platforms. This kind of advertising based on consumer interests and your precise geographic location may, in addition to remarketing, include Google's AdWords or other product features such as: interest categories, similar audiences, other types of interest-based advertising and demographic and location targeting. DoubleClick advertising cookies or mobile advertising identifiers, associated with your use of our website, are or may be employed by us in all aspects of remarketing in online advertising. For more information about Google Analytics and how it collects and processes data, please go to "How Google uses data when you use our partners' sites or apps", located at <http://www.google.com/policies/privacy/partners/>.

Accessing Our Websites from Outside of the United States:

If you are visiting our website from a location outside of the U.S., your connection will be through and to servers located in the U.S. Any information you provide during your visit will be processed and maintained on our Web server and other internal systems located within the U.S.

External Links:

Our websites contain links to other sites. Our dealership is not responsible for the privacy practices or the content of those websites. To help ensure the protection of your privacy, we recommend that you review the privacy policy of any site you visit via a link from one of our websites. Certain features of our website that are branded with a brand separate from our website brand may be directing your information to one of these third party sites and their privacy practices may differ from our Privacy Policy.

Passwords:

The personal data record created through your registration with our website and stored on our servers can only be accessed with the unique password associated with that record. To protect the integrity of the information contained in this record, you should not disclose or otherwise reveal your password to third parties.

Public Forums:

Our websites may make chat rooms, forums, comments, message boards, and/or news groups available to its users at various times. Please remember that, unless otherwise stated, any information that is disclosed in these areas becomes public information and you should exercise caution when deciding to disclose your personal information in these areas.

Opt-out Procedures:

You may always opt-out of receiving future communications from our dealership. Our communications to you will allow users to opt-out of receiving such communications at the point where personal information is requested, or through other means as identified.

Browser-Based Do Not Track:

Some browsers incorporate a “Do Not Track” (DNT) feature that, when turned on, signals to websites and online services that you do not want to be tracked. Because there is not yet an accepted standard for how to respond to a DNT signal, we do not currently respond to DNT signals on this website or on websites where we provide advertisements, content, or other services.

Contacting the websites:

If you have questions concerning this Privacy Policy or the practices of these sites, you may contact us.

Accessibility Statement:

We are committed to making our inventory and dealership information accessible for all customers and site visitors. We have taken steps to enhance our site and its usability using assistive technology on our main automotive group pages, Lutherauto.com and Stevelandersauto.com. Our efforts are guided by the Web Content Accessibility Guidelines, version 2.0, Level AA (WCAG 2.0 AA).

On Lutherauto.com and Stevelandersauto.com we utilize the AudioEye Toolbar to offer accessibility and usability tools, navigation, reader and player capacity and otherwise assist all site visitors with diverse abilities. AudioEye has certified that that the Lutherauto.com website is optimized to substantially conform with AudioEye’s interpretation of the informative Guidance provided by WCAG 2.0 AA. Through an ongoing effort, certified accessibility professionals will continue to enhance this site for optimal accessibility and usability for all users. For more information about our commitment to accessibility, please contact Luther/Landers Automotive’s legal department at 952-258-8800, or the AudioEye HelpDesk contact available in the AudioEye toolbar.